

# LOCAL BUSINESS INITIATIVES

## Independent Retailers and Restaurants Affinity Group

### **SUMMARY**

The Independent Restaurants and Retailers have been meeting since November 2009 to discuss putting together a local directory of all local businesses in the City of Fresno and supporting a public education campaign to inform the community the benefits of shopping at local and independent businesses.

### **Follow-up and Action Items**

#### **LOCAL DIRECTORY:**

- Create a directory of local, independent businesses in the City of Fresno and include a map to identify where those businesses are in the City. The directory should also be made available on a website.

#### **EDUCATION CAMPAIGN- “WHAT DOES IT MEAN TO BE A LOCAL BUSINESS?”**

- The Independent Restaurant and Retailers will be hosting a one-day workshop with the American Independent Business Alliance.
- Work with task force to outline an educational campaign.
- Make connections to local media outlets to tell the story.
- Identify a common sticker for local businesses to be identified.
- Use campaign for possible cross-marketing strategies.

#### **PROMOTE LOCAL BUSINESS THROUGH TOURISM:**

- Connect better with tourism agents to point tourists towards locally owned businesses.

#### **ADDITIONAL IDEAS TO SUPPORT THE MISSION:**

- “BLOB” Awards- or awards that honor Best Locally Owned Businesses